

# Multilingual Event Planning

## The Ultimate Cheat Sheet

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Planning a multilingual event can be a complex undertaking, but with the right strategies and support, it is entirely achievable. This handy cheat sheet is designed to assist event planners in ensuring a smooth and inclusive experience for attendees with diverse language needs, including American Sign Language.

From pre-event planning to post-event production, this comprehensive guide provides valuable tips and suggestions on how to effectively incorporate language services into your event. Follow these steps to create a memorable and inclusive event that transcends language barriers.

### Before Your Live Event

#### Language Planning:

- Identify the target audience and their language needs or preferences so that you can plan language services accordingly.
- Factor in live captions or American Sign Language (ASL) services to make your event accessible.
- Contact an experienced language services provider (LSP), such as Interprenet, to get a customized quote.
- Ensure that the linguists you hire are fluent in the required languages and hold professional certifications. It's best to work with an experienced LSP for this reason.
- Plan your multilingual registration process in advance so that translations are ready on time.



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#### Event Registration & Information:

- Send email invitations and event registration updates in target languages to maximize attendance and response.
- Ensure that attendees can easily navigate the registration and ticketing process on your website in their preferred language.
- FAQs for everyone: Address common questions by offering answers in multiple languages to assist attendees.
- Offer multilingual customer support: Help attendees through phone, email, or chat in their preferred language.
- Use chatbots that can respond to inquiries in multiple languages, saving time and ensuring efficiency.
- Simplify the check-in process at your event venue by having multilingual staff available to assist attendees in different languages or use an on-demand interpretation solution such as Interprenet On-Demand.
- Effectively promote your event sessions by offering promotional materials and event programs in different languages.

### During Your Live Event

#### Multilingual Communication:

- Offer simultaneous interpretation during live sessions: Ensure high quality by working with a professional language services provider like Interprenet.
- Display real-time multilingual captions during live sessions to improve comprehension and ensure accessibility.
- Involve an ASL interpreter to ensure accessibility and meet DEI standards.
- Make important venue information easy to understand by posting signage in multiple languages.
- Display food menus at the venue in the official event languages.
- Increase social media engagement and reach by sharing language-specific event hashtags with attendees.





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### During Your Live Event

#### Content & Activities:

- Offer language-specific guided tours to let attendees explore the event venue or local attractions in their preferred language.
- Provide multilingual handouts so that participants can fully engage in an interactive session or workshop.
- Make the event fun & educational by incorporating language-related games or quizzes.
- Facilitate connections between attendees who speak the same language by organizing networking opportunities, either at the venue or in virtual breakout rooms.

### After Your Live Event

#### Post-Event Production:

- Convert audio or video recordings into multilingual transcripts for better accessibility and documentation purposes.
- Make post-event training materials available to a broader audience by translating them into multiple languages.
- Insert multilingual subtitles to video recordings to make them accessible to all, including viewers who are deaf or hard-of-hearing.
- Adding recorded interpretation overlay or voiceover to your audiovisual recordings will help you reach speakers of other languages.
- Share event highlights in multiple languages on your website or on social media.

Ready to plan your next multilingual event or conference? Contact us and we will expertly guide you through the planning phase of your event. We'll customize the perfect language solutions for your needs and help you deliver a powerful multilingual event - from A to Z!

Contact sales!

